

Prolifics Workshop: Developing an Information Agenda

Today more than ever, organizations need to optimize their business decisions, drive automated and human centric processes and deal with structured and unstructured data. Having an Information Agenda is at the core of these objectives.

Developing an Information Agenda goes beyond creating a data warehouse, having business intelligence tools, or improving data quality. Information becomes a strategic asset, allowing you to leverage data across the enterprise. Unlocking the business value of information requires the following components:

- ◆ Information Strategy: Provides a vision for creating accurate, “trusted” information for your business processes.
- ◆ Information Definition and Governance: Specifies what data you have, where it is stored and how you manage the data life cycle.
- ◆ Information Infrastructure: Identifies the components of your infrastructure framework.
- ◆ Information Roadmap: Contains your short and long term goals for data availability, governance, and software/hardware investments.



Information Agenda Workshop

Prolifics and IBM have a team of experts that help customers understand the business value of their information via a workshop based on your specific requirements.

- IA Briefing Workshop
- IA Roadmap
- Architectural Solution Workshop

Deliverables upon a completed workshop may include:

- Recommendations and plan based on “strategic objectives” within your Industry
- Business Value Assessment (total cost of ownership, ROI, Risk Analysis, etc.)

What can you gain from an Information Agenda?

- ◆ Improve customer and product profitability
- ◆ Provide increased financial risk insight for better business decisions
- ◆ Optimize the workforce and control labor costs
- ◆ Enable more dynamic supply chain management
- ◆ Support multi-channel, event driven marketing initiatives
- ◆ Reduce risks in compliance and governance
- ◆ Create competitive advantage through improvements to processes & decision making



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